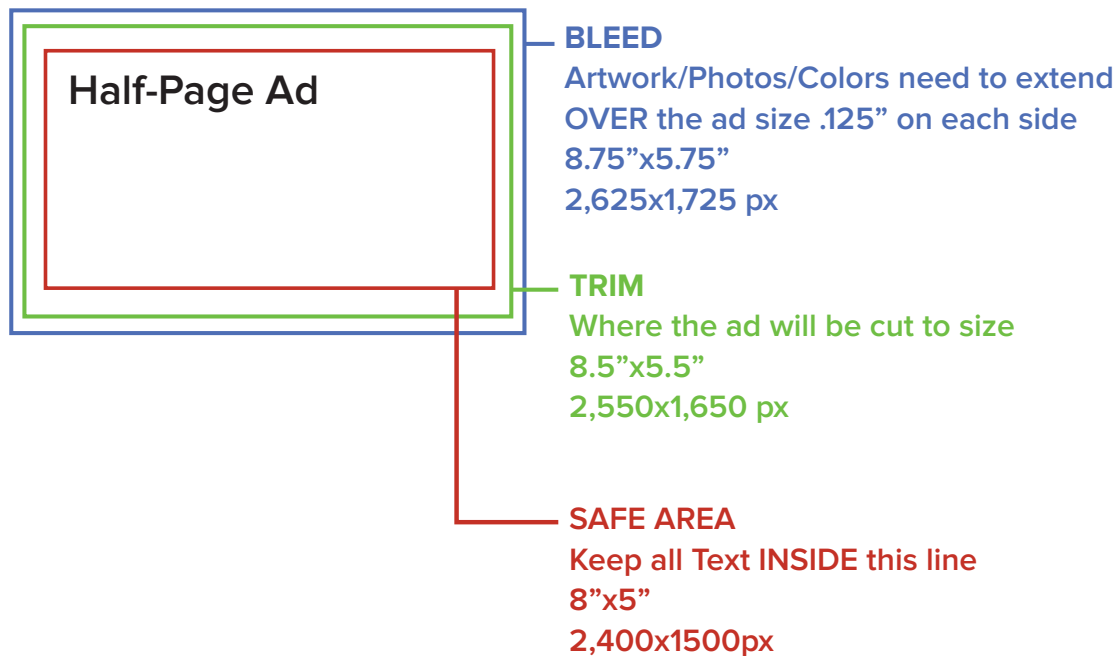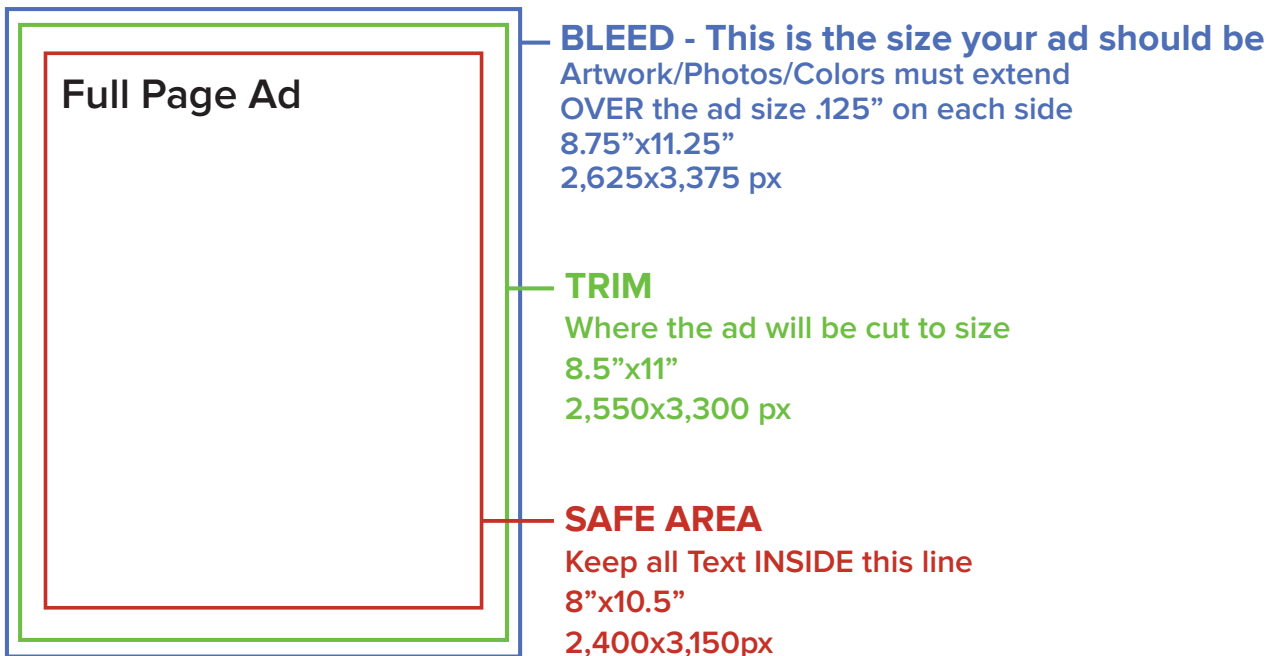# Artwork Requirements

Accepted File Types

PDF: CMYK 300 DPI (dots per inch) or PPI (pixel per inch) Fonts outlined or imbedded
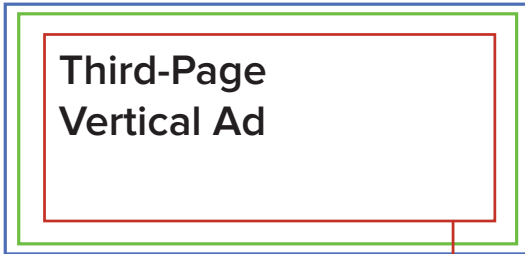TIF: CMYK 300 DPI (dots per inch) or PPI (pixel per inch)
FULL BLEED REQUIRED
*See attached glossary for any term explanations

Size Requirements

Full Page Ad

BLEED - This is the size your ad should be
Artwork/Photos/Colors must extend
OVER the ad size .125" on each side
8.75"x11.25"
2,625x3,375 px

TRIM
Where the ad will be cut to size
8.5"x11"
2,550x3,300 px

SAFE AREA
Keep all Text INSIDE this line
8"x10.5"
2,400x3,150px

Half-Page Ad

BLEED
Artwork/Photos/Colors need to extend
OVER the ad size .125" on each side
8.75"x5.75"
2,625x1,725 px

TRIM
Where the ad will be cut to size
8.5"x5.5"
2,550x1,650 px

SAFE AREA
Keep all Text INSIDE this line
8"x5"
2,400x1500px

REVERSE LOGISTICS magazine®

Artwork Requirements

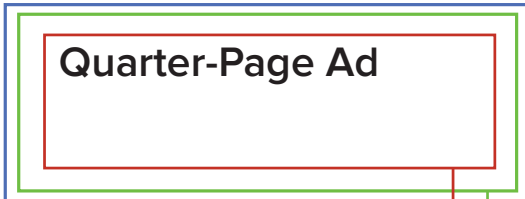## Third-Page Vertical Ad

BLEED
Artwork/Photos/Colors need to extend OVER the ad size .125" on each side
8.75"x3.91"
2,625x1173px

TRIM
Where the ad will be cut to size
8.5x3.66"
2,550x1098 px

SAFE AREA
Keep all Text INSIDE this line
8x3.16"
2,400x948 px
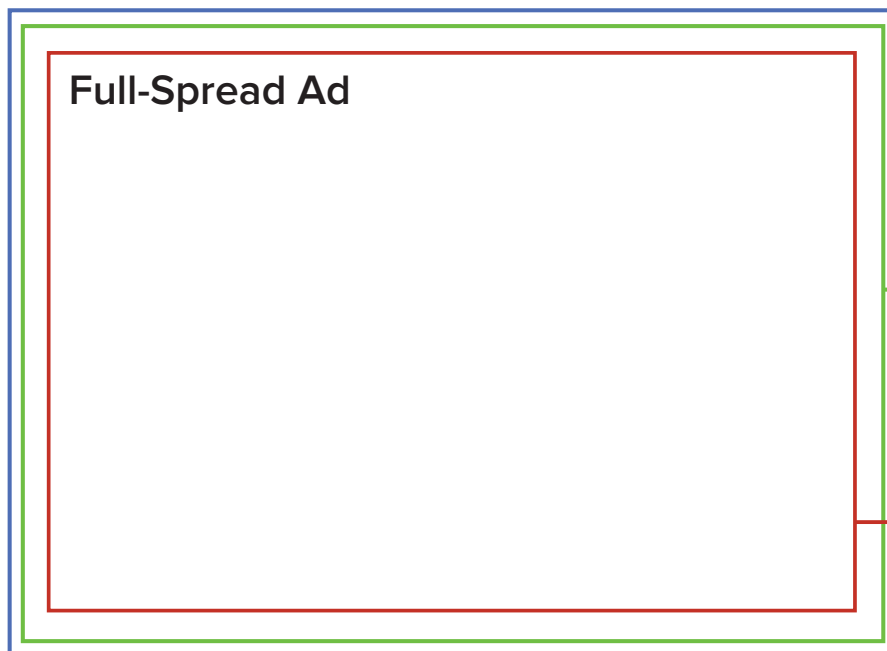
Quarter-Page Ad

BLEED
Artwork/Photos/Colors need to extend OVER the ad size .125" on each side
8.75"x3"
2,625x900 px

TRIM
Where the ad will be cut to size
8.5x2.75"
2,550x825 px

SAFE AREA
Keep all Text INSIDE this line
8x2.25"
2,400x675 px

Full-Spread Ad

BLEED
Artwork/Photos/Colors must extend OVER the ad size .125" on each side
11.25"x17.25"
3,375x5,175 px

TRIM
Where the ad will be cut to size
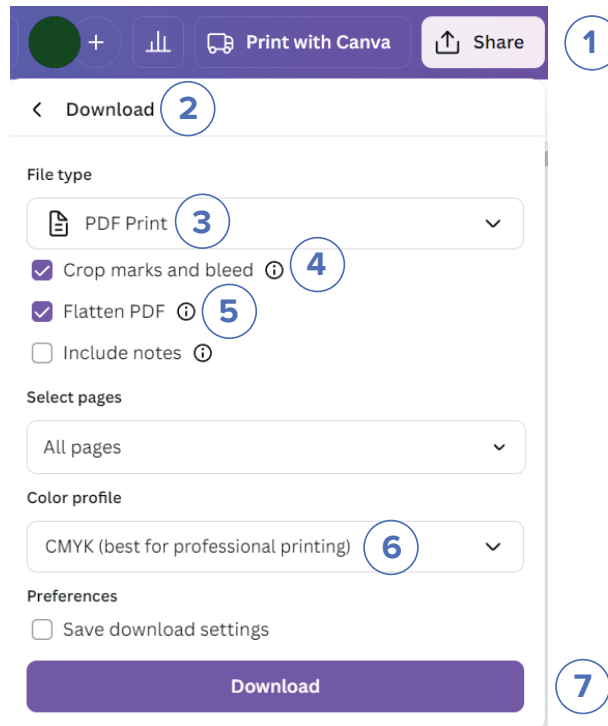11"x17"
3,300x5,100 px

SAFE AREA
Keep all Text INSIDE this line
10.5"x16.5"
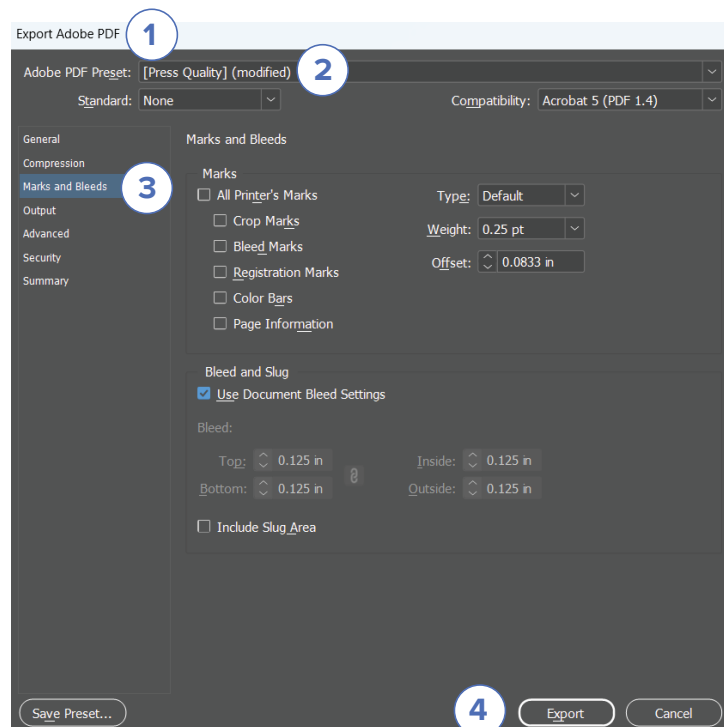3,150x4,950px

Output Settings

Canva

1. Select "Share", on the top right.
2. Select "Download"
3. Choose "PDF PRINT" under sharing options
4. Select "Crop marks and bleed"
5. Select "Flatten PDF"
6. Choose "CMYK" for the color profile
7. Select "Download"

InDesign

Set bleeds in your InDesign document. To do this, open your file, select FILE - DOCUMENT SETUP - BLEED AND SLUG, input .125".
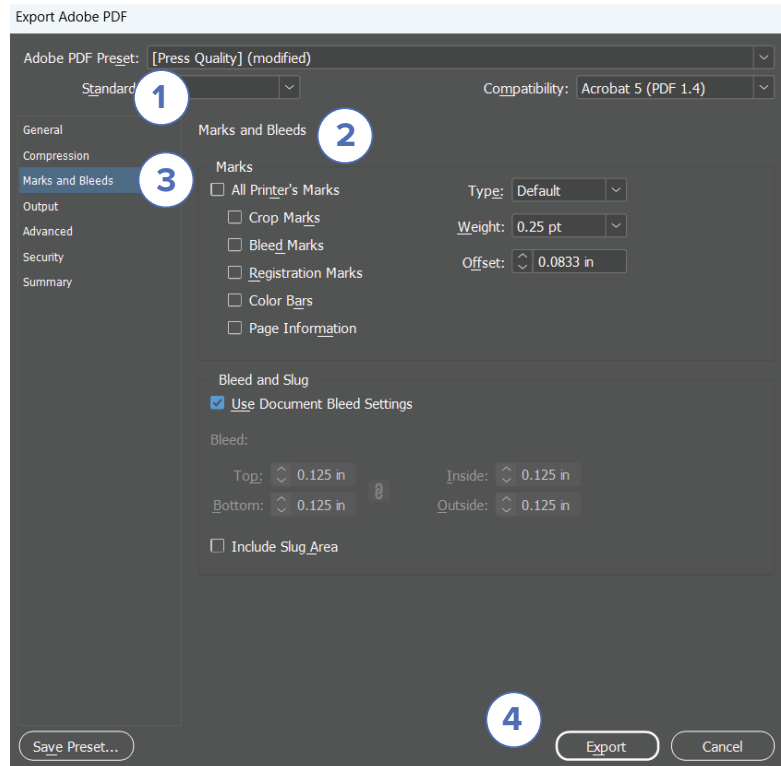
1. Choose FILE-EXPORT "Adobe PDF (Print)"
2. Select the "Press Quality"
3. Under Marks and Bleeds, check the box "Use Document Bleed Settings"*.
4. Select "Export".

Adobe Illustrator

Set bleeds in your Illustrator document. To do this, open your file, select FILE - DOCUMENT SETUP - BLEED, input .125".

1. Choose FILE - SAVE AS "Adobe PDF"
2. Select the "Press Quality".
3. Under Marks and Bleeds, check the box "Use Document Bleed Settings"*.
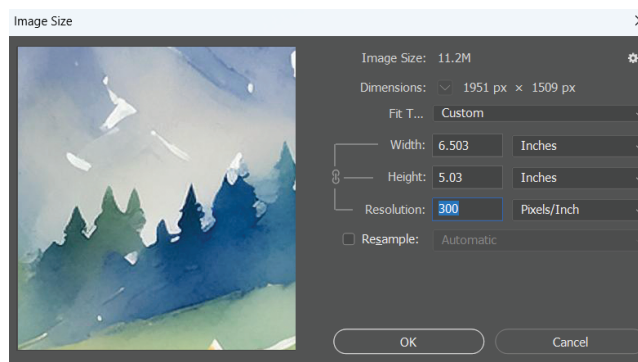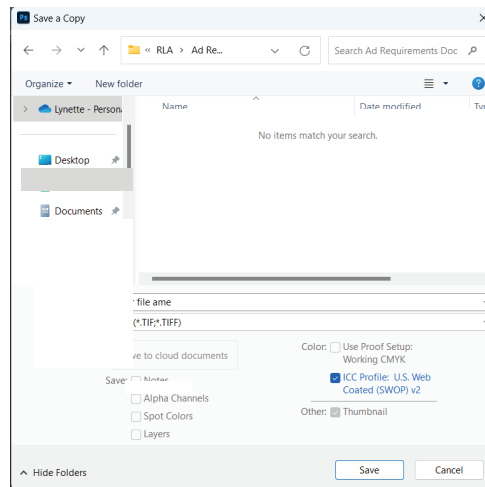4. Select "Save"

Adobe Photoshop

With your file open, select, IMAGE - MODE - CMYK. Then choose FILE-SAVE A COPY - TIFF.

TIF will flatten everything in the file - you will no longer be able to edit it freely, but it easier for a printer to work with.

If you have a .PNG or a .JPG - unapproved file formats, open them in Photoshop and save as a TIF as explained above.

If you want to ever confirm resolution of your graphics, open in Photoshop. Select IMAGE - IMAGE SIZE. Uncheck "RESAMPLE" and then type in 300 for the Pixels/Inch. The above dimesions will then reflect what size you can print the artwork.
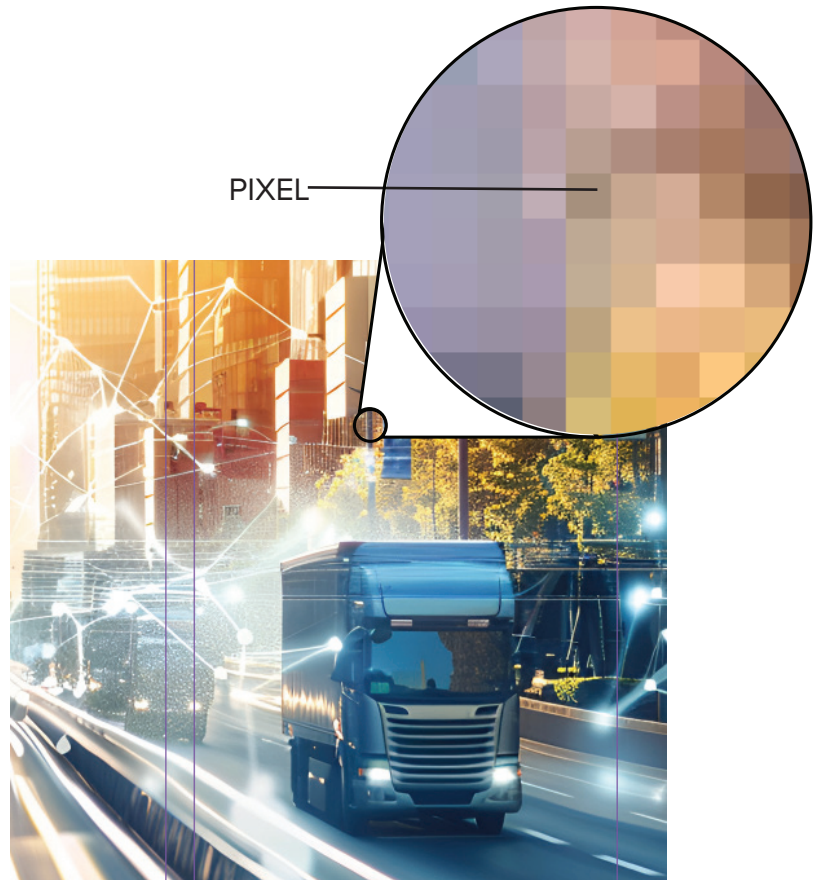
Term Details

Resolution
Resolution refers to the number of pixels in every inch of an image.

PRINT, High-Resolution
300 PPI (pixels per inch) or DPI (dots per inch- terminology used by printers) is the minimum for high-quality printing.

DIGITAL, Low-Resolution
Most images you find on the internet are set at a lower resolution, typically 72DPI. Monitors don't require the same resolution to look good. This is also done to keep file sizes small for quick-loading web pages.

To determine if an image is suitable for printing, it should have 300 pixels for every inch of print.
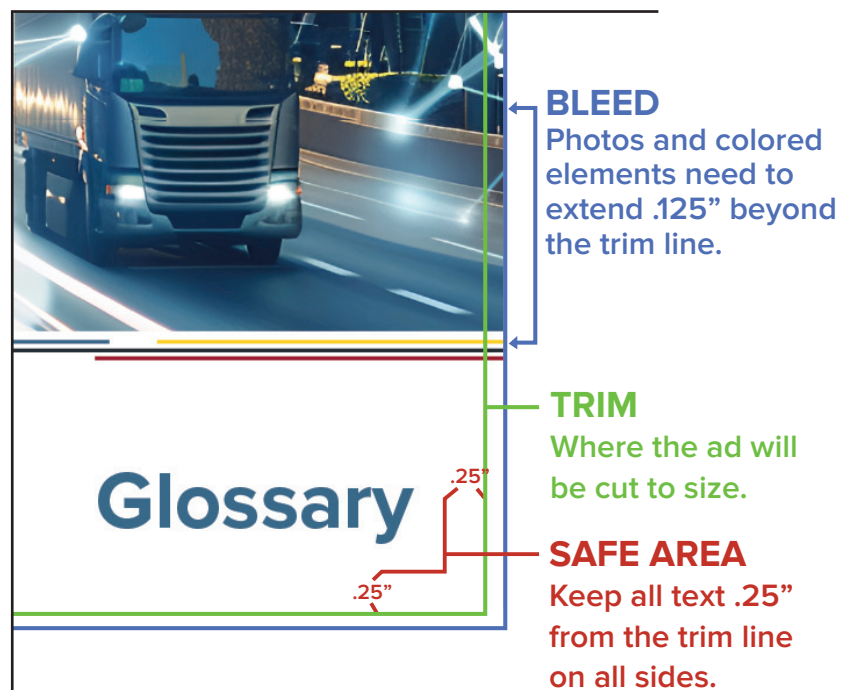
PIXEL

Bleed
Bleed refers to the extension of an image OVER the dimensions it will be trimmed.

This is important because it gives a margin of error for micro-differences in the mechanics of cutting. It ensures your image goes to the edge, the way you have designed.

All items on a page that contain color need to be bled. Photos, color boxes, and any text you may want cropped (not typical).

BLEED
Photos and colored elements need to extend .125" beyond the trim line.

TRIM
Where the ad will be cut to size.

Glossary

.25"

.25"

SAFE AREA
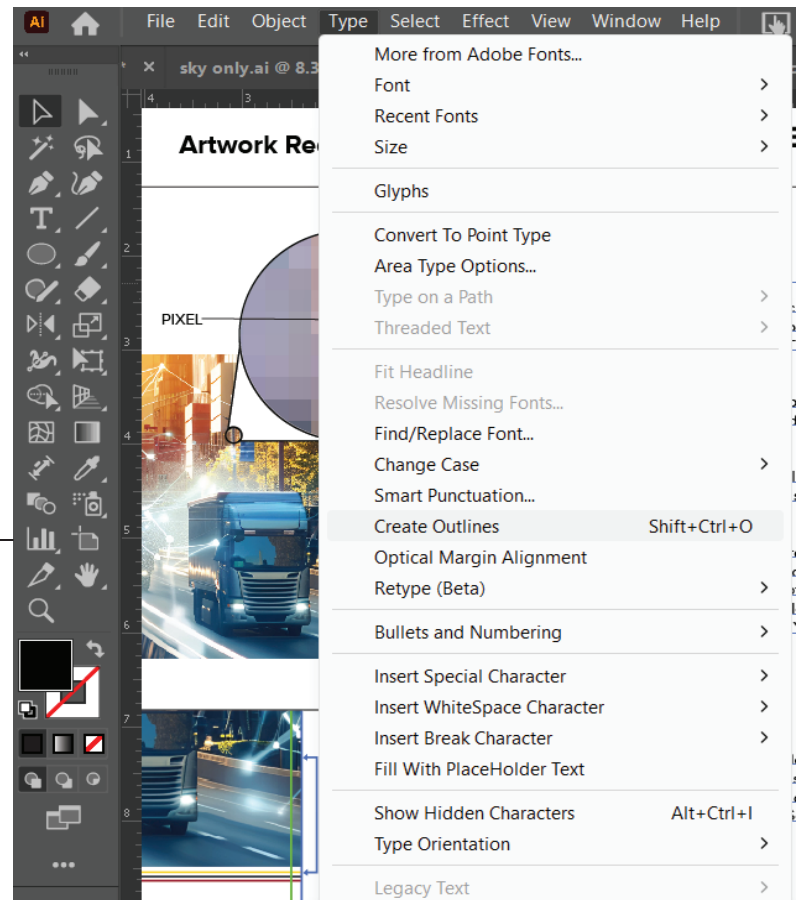Keep all text .25" from the trim line on all sides.

Fonts

Font files reside on each individual machine. Both Macs and Windows computers come with some stock fonts. Times New Roman, Verdana, etc.

Because of this, it is best practice to provide your fonts to printers. This can be done several ways:

1. Embed your fonts in your pdf. This is typically done by default.

2. "Outline" your fonts. In Adobe Illustrator, select the text and select "Type", and "Create Outlines".

3. Open your file in Adobe Photoshop and save it as a .TIF. This will flatten all of your fonts and graphics into one flat image.

4. Attach font files. Each font on your machine has a font file. On a windows machine, this is located in the windows/fonts folder. On a Mac is is in the /Library/Fonts/ folder. You can copy those files from that folder and email them with your artwork.

5. If you are using Adobe Fonts, RLA has access to those.

CMYK vs RGB

CMYK stands for Cyan, Magenta, Yellow and Black. This is the color format printers use. (you'll recognize those colors from your printer toner cartridges.

RGB stands for Red, Green and Blue. This is the color format monitors use. There are colors that exist in RGB that cannot be replicated in CMYK.

While we use both in our digital and print versions of our magazine, it's important to acknowledge that colors may dissapear from an RGB design you create when printed.

If you are unsure or need to change your color mode, open the file in Adobe Photoshop. Select IMAGE - MODE - CMYK.

RGB Color

CMYK Color

Visible Color